

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE
NEW YORK 17

October 27, 1948

Miss Judy Emil
Radio Station WCSR
Smith College
Northampton, Mass.

Dear Miss Emil:

Thank you very much for your letter of October 21st. We are always interested in knowing about developments in college broadcasting, and as we get concrete information it is passed along to prospective clients. In your letter you mentioned that you polled students in an effort to determine their favorite brands of different products. If you could let us see the results of some of these surveys it will be very helpful. Also, in order to approach clients, we need to have details on the rates you charge for different hours of the day. We also would like some information as to the type of programs you have on during the evening.

If you let us have more specific information, we will be glad to see if any of our clients would be interested in this type of advertising.

Sincerely yours,

J. WALTER THOMPSON COMPANY

Anne Wright:bjp



